GLOBAL PET EXPO 2017 DEBUTS NEW PRODUCTS AND TRENDS IN THE PET INDUSTRY

(Orlando, Fla.) – Every year Global Pet Expo brings together hundreds of pet product manufacturers, both new and veteran, to showcase their latest innovations that enhance the lives of both pets and owners. The American Pet Products Association (APPA) together with the Pet Industry Distributors Association (PIDA) is pleased to highlight just some of great new products hitting store shelves in 2017. From products that calm to products that excite, and everything in between, here’s a sample of what’s debuting at the three-day Show.

HEALTHY FEEDING

Stewart® by MiracleCorp
Booth #2319
100% Chicken Breast Freeze-Dried Pro-Treat®

A fresh and convenient way to reward pets, these treats are a great source of lean, low-fat protein that help with muscle growth, development and in supporting a healthy body weight.

Portland Pet Food Company
Booth #5974
Shelf-Stable Dog Meals

This all-natural new pet food and treat company is focused on sustainability and simple nutrition. The ready-to-serve human-grade dog meals in microwavable pouches make a very quick and convenient feeding without additives or preservatives.

Purina
Booth #1935
Prime Plus Adult 7+ Dry Formula

New Prime Plus Formulas are specifically designed for cats seven and older. They contain key nutrients to support lean muscle, weight management and a strong, healthy immune system. The Improved microflora helps with a balanced digestive system and healthy skin.

PetNet
Booth #4345
SmartFeeder

The Petnet SmartFeeder provides a convenient, connected and personalized approach to feeding pets. Owners can automate their pet’s meal schedule, personalize each potion and can monitor all activity via smartphone.
**PET ANXIETY**

**Pet Acoustics**  
*Booth #3805  
Safe & Sound Product Line*

Introducing new noise-cancelling environments for cats and small dogs. The new line includes a bed, crate liner and tunnel made of patented sound absorbing layers to minimize motion sickness and anxiety. Getting cats out of the house can be fear-free with new Safe & Sound.

[www.petacoustics.com](http://www.petacoustics.com)

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**H&C Animal Health**  
*Booth #3313  
Feliway Diffuser for Cats*

Feliway is the clinically proven pheromone solution to help reduce or eliminate a stress behavior issues in cats, such as: urine spraying, tension and conflict in multi-cat homes, vertical scratching, and excessive vocalizations.

[www.feliway.com/us](http://www.feliway.com/us)

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**Katie’s Pet Products**  
*Booth # 835  
Earth Heart® Inc. of Canine Calm®  
Aromatherapy Wipes*

Canine Calm Aromatherapy Wipes are designed to calm pets during storms, fireworks, boarding, grooming, clinic visits, and other unsettling times. The wipes are made with pure essential oils to create a serene experience.

[www.portlandpetfoodcompany.com](http://www.portlandpetfoodcompany.com)

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**True Leaf Pet**  
*Booth #785  
True Hemp Oil Calming Formula*

Rich in fatty acids including omega 3, omega 6, gamma linolenic acid and stearidonic acid, this oil is created to calm pets. The concentrated formulation combines the power of hemp and other active ingredients to help reduce pet’s tension and bring True Calm® to the most sensitive companions.

[www.trueleafpet.com](http://www.trueleafpet.com)

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**FASHION**

**PM & J, LLC**  
*Booth #3221  
Woolrich Lincoln Collection*

The new Woolrich and PM and J, LLC Lincoln Collection provides eye-catching yarn dyed plaids and super soft sherpa create cozy pieces that are fashionable and comfortable. The collection includes pet beds, a travel carrier, pet jackets, collars, sweaters and more!

[www.pmandj.com](http://www.pmandj.com)

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**Angel Pet Supplies**  
*Booth #3017  
Angel Inked Dog Collars*

Proud manufacturer of fine leather collars has now teamed up with a California-based artist to create Angel Inked, a one-of-a-kind line of tattoo-inspired dog collars.

[www.angelpetsupplies.com](http://www.angelpetsupplies.com)
Gold Paw Series
Booth #1016
Santa Fe Pullover

The Santa Fe Pullover for dogs is made from natural-fiber-based materials, including bamboo rayon and organic cotton. It has a cowl neck collar and maintains all of the supreme comfort of the brand's popular Stretch Fleece.

www.goldpawseries.com

PET BEDS WITH A PURPOSE

DOOG
Booth #5051
Home Beds

DOOG Home beds are stuffed with recycled poly fibre filling have nylon casings to protect the inside of the bed. The outer fabric is removable for easy washing and comes in three stylish designs and two sizes.

www.doog.com.au

Pet Lifestyle And You (P.L.A.Y)
Booth #4115
Snuggle Beds

P.L.A.Y.’s new Snuggle Beds for dogs and cats give finicky fur babies the ultimate versatility and comfort. This convertible dog bed can be molded into a variety of shapes and uses, conforming to you and your pet’s lifestyle.

www.petplay.com

Pet Edge® Dealer Services
Booth #2615
Insect Shield Line

PetEdge partnered with Insect Shield International, LLC, to develop an exclusive line of insect-repellent gear, Insect Shield for Pets. It includes a sleeping bag, portable blanket that boast the same EPA-registered built-in insect protection that’s approved by the whole family.

www.petedge.com
**LET’S PLAY**

**West Paw Design**  
**Booth #2543**  
**Qwizl**

Qwizl is a durable and challenging pet toy that extends the life of expensive dog treats, like bully sticks and dental chews, a win for dogs and wallets. Qwizl pet toys are BPA-free, Phthalate-free, latex-free and guaranteed tough.

[www.westpawdesign.com](http://www.westpawdesign.com)

**Petmate**  
**Booth #2935**  
**Jackson Galaxy’s Asteroid Puzzle Treat Toy**

Cats can now play and get rewarded with the new Puzzle Treat Toy. While cats chase the plastic ball, it releases treats along the way. The more they play, the more they get rewarded. The clear outer shell that reveals what’s inside teases cats to make them want more.

[www.petmate.com](http://www.petmate.com)

**POOP-ULAR PRODUCTS**

**Petkin Inc.**  
**Booth #3467**  
**Cool-To-Touch Poopbags**

Naturally cool and freshen hands during pickup with the cooling power of menthol built right into the bag. These new waste pick-up bags are super strong, leak proof, deodorizing and refreshing to use and smell. Fits all standard-size dispensers.

[www.petkin.com](http://www.petkin.com)

**Poochie-Pets**  
**Booth #4155**  
**Poop Bag Dispenser**

Introducing the new at-home poop bag dispenser for all dog-friendly homes, each canister is designed with decorative, clever words. It provides owners with easy access to an organized solution for containing doggie poop bags.

[www.poochie-pets.net](http://www.poochie-pets.net)

**GREAT FOR ADVENTURES**

**Gunner Kennels®**  
**Booth #5672**  
**G1 Series Kennel**

As the market’s only double-walled rotomolded kennel, this American made product is virtually indestructible. The G1 has been tested to withstand 4,000 lbs. of force, a 200-foot cliff drop, and 630 lbs. dropped from eight feet.

[www.gunnerkennels.com](http://www.gunnerkennels.com)

**Kurgo**  
**Booth #3671**  
**Patriotic Muck Collars**

100% waterproof and forever odor-free, Muck Dog Collars are the perfect solution for dogs that love to get dirty and have fun. When you’re done for the day, just run water over the collar and it comes clean in seconds.

[www.kurgo.com](http://www.kurgo.com)
**Ruffwear**
Booth #1967
*Jet Stream™*

A lightweight cooling vest with shade-providing spandex on top and Swamp Cooler™ technology on the chest and belly to keep dogs cool through evaporation and heat reflection.

www.ruffwear.com

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**Bissell Homecare, Inc.**
Booth #5144
*BarkBath*

Adventures come with lots of dirt and mud. The BarkBath has a specially designed nozzle to get beneath the fur and down to the skin allowing water and shampoo to wash the skin clean while a soft suction pulls dirt and water away.

www.bissell.com

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**Global Pet Expo**, the pet industry's largest annual trade show, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). The 2016 Show featured 1,087 exhibitors, 3,218 booths and more than 3,000 new product launches. Additionally, 6,170 pet product buyers from around the world attended. Global Pet Expo is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. The 2017 Show will take place March 22-24, 2017 in Orlando, FL at the Orange County Convention Center. For more information, visit [www.globalpetexpo.org](http://www.globalpetexpo.org).

**The American Pet Products Association (APPA)** is the leading trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,200 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. APPA is also proud to grow and support the industry through the following initiatives: Pets Add Life (PAL), the Human Animal Bond Research Initiative (HABRI), The Pet Leadership Council (PLC), the Pet Industry Joint Advisory Council (PIJAC) and the Pet Care Trust. Visit [www.americanpetproducts.org](http://www.americanpetproducts.org) for more information.

**Pet Industry Distributors Association (PIDA)** has represented the interests of pet product distributors since 1968. The mission of PIDA is to enhance the well being of the wholesaler-distributor, to promote partnerships with their suppliers and customers and to work cooperatively with other organizations in fostering the human-companion animal bond. Visit [www.pida.org](http://www.pida.org) for more information.